

Draft Initial Description of Clean Energy Project.

The so-called “Green Energy Agenda” has achieved great traction, largely because its proponents have succeeded in hiding the cost from the public. Promoters, from the President to the global warming true believers to their many allies in the news media, tout green jobs and an economic renaissance, but they rarely are open and candid about how high energy prices must go to make alternative fuels economically viable.

In September, 2008, now-Secretary of Energy Chu said, “We need for the price of gasoline to rise to the levels they are in Europe.” (get exact quote) With today’s European gasoline prices being at \$6 to \$9 per gallon, Chu made a powerful statement about what it takes to make “green cars” competitive with the petroleum-powered automobiles and trucks of today.

Of course, when Chu was asked about this statement at his Senate confirmation hearing last month, he went deaf and dumb.

American policy makers are on the verge of changing U. S. energy policy and adopting an agenda driven by climate change fears without exposing the public (and in many cases themselves) to the truth about the costs to families and to our national economy of such a radical policy change.

It is not yet too late to inform the public, but it will take a rapid, tightly researched, fact-based, irrefutable, exceptionally well-presented

campaign, aimed first at opinion leaders, to show the taxpayers and consumers that their families, companies, communities and country would be hurt badly if Albert Gore's vision of a carbon-free economy were to become the public policy of the United States.

While one could argue for a mega-millions advertising campaign, this proposal is to create an effort focused on opinion leaders first, using a series of events as platforms that demand earned media attention and start a public debate with the Green Economy proponents about the costs of their agenda.

This proposal would require a small number (10 to 20) of companies and industry trade associations (hereinafter "the industries") to fund a program to accumulate and evaluate data and studies (no new research is anticipated to be necessary), to distill the most compelling facts and arguments, to prepare effective presentations in various modes, to conduct quantitative and qualitative research on the efficacy of these presentations and to plan and execute a targeted series of publications of those presentations in multiple media in the second half of May and early June.

This opening volley will peak at the Southern Growth Policies Board conference in Biloxi, Mississippi, on June 8-9. This conference will serve as a "flashpoint" to try to force the Left to engage on the cost issue.

Our premise is that the public will revolt if they learn and believe the Green Agenda will result in gasoline prices well in excess of last year's four dollars a gallon and electricity rates fifty to one hundred percent as high as today, or even worse. These facts are true, but the public is almost totally

unaware of it. And if the public doesn't learn the truth in short order, it will be impossible to stop Congress' adoption of taxes like cap and trade and regulatory requirements that would effectively ban large scale use of coal, choke nuclear and constrain domestic oil and even natural gas production and usage.

To carry out our plan, a small, well-led, significantly-supplemented staff would be required, beginning no later than April 1. The staff operation would be required at least through August, and probably for some time after that.

A seasoned professional marketer and manager must lead this effort. While it would not have to be a literal full-time job, this director must be dedicated to leading, managing and promoting the project every day.

There would be a small (five to eight people) staff with strong analytical, editing, writing, presentational and promotional skills. They would find or receive studies, reports and data from a wide variety of sources, including "industries" supporting the project.

After aggregating and evaluating this information, they would select the most compelling and most credible/reliable material and organize it for presentations in various media. The goal here is to have irrefutable factual information presented in the most compelling manner in each mode, whether speeches, power points, op-eds, etc. Because the response from the Left and its media allies will be so intense, we must have bullet-proof facts and powerful, compelling presentations.

In addition to this small staff operation the project must receive major assistance from the industries and companies supporting it. The expectation that no new research will be needed is based on the belief that the supporting industries already have done or have access to all the needed research. The project will require industry input and further analysis, so that each industry partner will be asked to assign at least one person to the project. It will not be necessary for that representative to be housed in the project office, but he/she will have daily responsibility, including data assessment, review or conduct of analyses comment on presentations and promotional materials, etc. This representative will be responsible for insuring the industry/company he represents is aware of all activities, gets to review and comment on all materials and has access to all presentational and marketing material for distribution through the industry's own channels.

The supporting organizations will be asked to provide this representation at its own expense. The organizations also will be asked to provide other factual and analytical materials which may result in other industry employees or consultants supporting the project for specific or general purposes.

A budget for this project team and expenses is being prepared, but it is likely to be in the \$250,000 to \$500,000 range for the period through August.

The cost of the Southern Growth Policies Board conference is not included in this figure.

Recruitment of industry trade associations and companies has begun.